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U.S. Bureau of Foreign and Domestic Commerce

Developing oversea markets

Washington

1926

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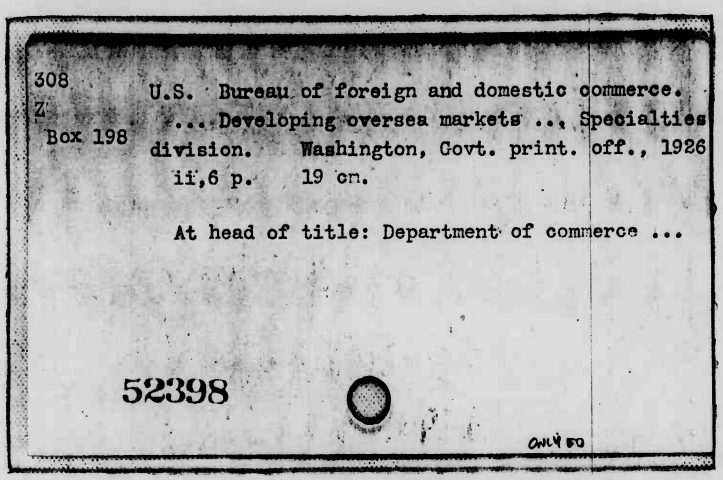
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DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND
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DEVELOPING
OVERSEA MARKETS

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SPECIALTIES DIVISION

WASHINGTON
GOVERNMENT PRINTING OFFICE
1926

WHEN YOU COME TO WASHINGTON

The Specialties Division solicits the opportunity to discuss your export problems with you. You will find this division to be a very definite export-trade asset to aid you in obtaining your share of the ever-increasing foreign commerce of the United States.

The Bureau of Foreign and Domestic Commerce is in the Commerce Building at Nineteenth Street and Pennsylvania Avenue NW., three blocks west of the White House.

SERVICES OF SPECIALTIES DIVISION

The Specialties Division of the Bureau of Foreign and Domestic Commerce differs from the other divisions of the bureau in that it handles a large number of unrelated commodities. The Specialties Division also maintains close contact with two prominent groups of American business enterprises devoted to foreign trade—(1) the export-merchant and commission-house group and (2) the advertising agencies engaged in export advertising.

The unit is composed of several sections, each devoting itself to a definite commodity group. Thus, one section is devoted to athletic and sporting goods, another to furniture of all kinds, a third to optical and photographic goods, etc. By this means the service given to an individual in any industry is based upon previous experience and study of other problems affecting his industry.

The manufacturer of a commodity falling within the scope of the Specialties Division will receive invaluable help if he takes advantage of its facilities in solving his export problems. The experienced exporter, as well as the novice, will find in the following suggestive discussion of available services convincing proof of this statement.

Commodities Represented.

The classes of goods with which the division deals are mentioned below:

Amusement park and playground equipment.
Athletic and sporting goods.
Baby carriages, gocarts, and nursery equipment.
Billiard tables and accessories.
Brushes.
Buttons.
Clocks and watches.

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Dental and surgical goods and equipment.
Firearms and ammunition for sporting purposes.
Furniture of all kinds, both wood and metal.
Glass and glass products.
Hospital, school, and theater equipment.
Household labor-saving devices, hand.
Jewelry, gold, silver, and plated ware.
Motion-picture apparatus, films and accessories.
Musical instruments, appliances and accessories.
Notions and novelties.
Office appliances and equipment.
Office supplies, except paper stationery.
Optical goods.
Photographic goods.
Pottery products, except sanitary ware.
Printed and lithographic matter of all kinds.
Scientific and professional instruments and apparatus.
Soda-fountain equipment.
Store fixtures.
Toys, games, and toy wheel goods.
Miscellaneous commodities, such as coin changing and registering equipment, cork manufactures, hand fire extinguishers, ivory, pyroxylin products, smokers' supplies, slot and vending machines, sponges, etc.

Sources of Information.

The data supplied by the division are derived from the following sources:

The foreign offices of the Bureau of Foreign and Domestic Commerce in all the important world trade centers.

Consular officers, about 1,000 in number, whose posts include the smaller trade centers in foreign countries.

All technical, regional, and commodity divisions of the Department of Commerce, and all other Government departments and bureaus.

Foreign official and trade publications.

Information and Services Available.

The following paragraphs suggest the information and services which the Specialties Division offers you:

Existing conditions in the international commodity markets.

Market possibilities for your particular product.

An economic picture of any foreign market.

Foreign competition and its character.

Names of foreign importers and agents who handle your kind of product, and information regarding the character of their business.

All necessary details regarding sales methods in different foreign markets.

Trade customs and practices, pitfalls to be avoided, and ethics to be observed.

Ways of connecting with desirable agents abroad so that your interests will not conflict with those of American competitors in the same line.

Information on export packing, freight matters, dock and quay charges, etc., through cooperation with the Bureau's Transportation Division.

Data on contract forms, agency agreements, collection of disputed accounts, taxation, incorporation and litigation abroad, through the Division of Commercial Laws.

Rates of duty in force in any foreign country, customs regulations, requirements as to shipping documents, marking, etc., through the Department's Foreign Tariffs Division.

Monthly export statistics of the Statistical Division showing the exportation of American products by commodities and countries of destination.

Special statements through the Specialties Division's own statistical service regarding exports and imports of foreign countries.

Foreign official and semiofficial tenders for commodities represented by the Specialties Division.

Special investigations concerning foreign markets for your product through its own representatives abroad.

Foreign trade opportunities.

Distribution.

Information pertaining to exports is distributed through (1) Commerce Reports, (2) Trade Information Bulletins when more

detailed, (3) the daily press, (4) trade journals, (5) foreign market bulletins, (6) confidential bulletins to firms on the Exporters' Index, (7) direct communication by letter, (8) special reports on any given phase of export trade, (9) personal consultation in the bureau or its branches.

Advertising Service.

The bureau has initiated a service to manufacturers designed to focus their attention on the value of foreign publicity and to give them pertinent data regarding available media and methods. Many excellent and comprehensive reports are available for loan. Lists of media, showing size, frequency of publication, and class of readers, have been made up for each country and are given free distribution. These are at present being revised, as is done periodically, to keep them reasonably up to date.

This advertising service is proving of decided value and is, therefore, being steadily improved to meet the ever-growing demands upon it.

The foreign offices of the bureau help the cause of American publicity by informing the Specialties Division of developments affecting advertising in their territories.

Individual Service—Exporters' Index.

While general information is furnished the public at large, that of a confidential nature is reserved for the firms and individuals on the Exporters' Index.

Listing in the Exporters' Index is confined to American-controlled firms. There is no charge for this listing; the only requirement is that a statement be filed with the Department of Commerce giving particulars regarding the citizenship of the directors or owners of the firm and the products exported. The proper form can be obtained from the Specialties

Division or any of the district or cooperative offices listed in this booklet.

District and Cooperative Offices.

These offices are the "service stations" and distributing branches of the Bureau of Foreign and Domestic Commerce, located at strategic points in the United States. Their sole object is to expedite and facilitate the distribution to the American business man of basic facts and figures for carrying on his export trade—giving this service without the delay and inconvenience of communicating with the department in Washington.

ARE YOU A SUBSCRIBER TO "COMMERCE REPORTS"?

Do you know that this department weekly has brought millions of dollars' worth of foreign orders to this country? It is published for the benefit of all Americans interested in foreign markets. It contains live commercial news, in classified form, from all over the world, gleaned by trained observers whose purpose is to serve you. Commerce Reports is for sale by the Superintendent of Documents, Washington, D. C., at an annual subscription price of $4.

DISTRICT OFFICES

ATLANTA: 538 Post Office Building
BOSTON: 1801 Customhouse
CHICAGO: Room 845, 33 South Clark Street
DETROIT: 607 Free Press Building
DES MOINES: United States Courthouse Building
GALVESTON: 309 Post Office Building
HOUSTON: Chamber of Commerce Building
LOUISVILLE: Board of Trade Building
MEMPHIS: Chamber of Commerce Building
MINNEAPOLIS: Federal Building
NEW ORLEANS 322 Post Office Building
NEW YORK: 734 Customhouse
PHILADELPHIA: Room 812, 20 South Fifteenth Street
PORTLAND: 215 New Post Office Building
ST. LOUIS: 1201 Liberty Central Trust Co. Building
SAN FRANCISCO: 310 Customhouse
SEATTLE: 515 Lowman Building

COOPERATIVE OFFICES

AKRON, OHIO: Chamber of Commerce
BALTIMORE, MD.: Export and Import Bureau, Association of Commerce, 22 Light Street
BIRMINGHAM, ALA.: Chamber of Commerce
BRIDGEPORT, CONN.: Manufacturers' Association
CHARLESTON, S. C.: Chamber of Commerce
CHATTANOOGA, TENN.: 1301 Market Street
CINCINNATI, OHIO: Chamber of Commerce
CLEVELAND, OHIO: Chamber of Commerce
COLUMBUS, OHIO: Chamber of Commerce
DALLAS, TEX.: Chamber of Commerce
DAYTON, OHIO: Chamber of Commerce
EL PASO, TEX.: Chamber of Commerce
ERIE, PA.: Chamber of Commerce
FORT WORTH, TEX.: Chamber of Commerce
INDIANAPOLIS, IND.: Chamber of Commerce
JACKSONVILLE, FLA.: Chamber of Commerce
LOS ANGELES, CALIF.: Chamber of Commerce
LOWELL, MASS.: Chamber of Commerce
MILWAUKEE, WIS.: Association of Commerce
MOBILE, ALA.: Chamber of Commerce
NEWARK, N. J.: Chamber of Commerce
NORFOLK AND NEWPORT NEWS, VA.: Hampton Roads Maritime Exchange
ORANGE, TEX.: Chamber of Commerce
PENSACOLA, FLA.: Chamber of Commerce
PITTSBURGH, PA.: Chamber of Commerce
PROVIDENCE, R. I.: Chamber of Commerce
RICHMOND, VA.: Chamber of Commerce
ROCHESTER, N. Y.: Chamber of Commerce
SAN DIEGO, CALIF.: Chamber of Commerce
SYRACUSE, N. Y.: Chamber of Commerce
TACOMA, WASH.: Chamber of Commerce
TOLEDO, OHIO: Chamber of Commerce
TRENTON, N. J.: Chamber of Commerce
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